TB Outbreak Communication Needs Assessment

☑ *Checklist*

Planning, Research, Training, and Evaluation

	Yes	No	No Need
Does your TB partnership have an outbreak communication plan for public information and media, partner, and stakeholder relations?			
If yes, does the plan have the following elements:			
Designated staff responsibilities for the public information team?			
Information verification and clearance/approval procedures?			
Agreements on information release authorities (who releases what/when/how)?			
Regional and local media contact list (including after-hours news desks)?			
Procedures to coordinate with the public health organization response teams?			
Designated spokespersons for public health issues in an outbreak?			
TB control program outbreak response team after-hours contact numbers?			
Contact numbers for emergency information partners?			
Procedures to secure needed resources (space, equipment, and people).			
Identified vehicles of information dissemination to public, stakeholders, partners (e.g., e-mail listservs, broadcast faxes, and press releases)?			
Have you coordinated your planning with the local and state TB control programs?			
Have you coordinated your planning with other key organizations such as the public education system?			
Have designated spokespersons received media training?			
Do the spokespersons understand communication principles that build trust and credibility?			

Messages and Audiences

	Yes	No	No Need
Are any other types of incidents (e.g., a high-profile case) likely to require intense public information, media, and partner communication responses by your TB partnership?			
Have you **identified special populations** (e.g., elderly, first language other than English, Tribal communities, and border populations)? List any specific subpopulations that need to be targeted with specific messages during a TB outbreak.			
Have you **identified the TB partners** who should receive information and updates directly from (not solely through the media) the TB control program during an outbreak?			
Have you **identified all stakeholder organizations** or populations (groups or organizations that have an active interest in monitoring activities—to whom you are most directly accountable, other than official chain of command) who should receive direct communication during an outbreak?			
Have you developed **topic-specific pre-outbreak materials** for TB-related issues, or identified sources of these materials (if needed): - Topic fact sheet (e.g., description of active TB disease, latent TB infection, and treatment)?			
- Public Questions/Answers?			
- Partner Questions/Answers?			
- Resources for media/public/partners to obtain additional information?			
- Web access and links to information on TB?			
- Recommendations for affected populations?			
- Background beta video (B-roll) for media use on the topic?			
- List of subject matter experts outside your partnership who would be effective validators to public/media regarding your activities during an outbreak?			

Messenger

	Yes	No	No Need
Have you identified TB partnership spokespersons for media and public appearances during an emergency?			
If yes, have you:			
Identified persons by position to act as spokespersons for multiple audiences (e.g., media spokesperson or community meeting speaker) and formats about public health issues during an outbreak?			
Ensured that the spokespersons understand their communication roles and responsibilities and will incorporate them into their expected duties during the outbreak?			

Delivery Methods and Resources

	Yes	No	No Need
Does your partnership have **go kits** for public information officers who may have to abandon their normal places of operation during an outbreak?			
If yes, does the kit include:			
A computer(s) capable of linking to the Internet/e-mail?			
CD–ROM or disks containing the outbreak communication plan (including media, public health, and organization contact lists, partner contact lists, and information materials)?			
A cell phone or satellite phone, pager, wireless e-mail, etc.?			
A funding mechanism (credit card, etc.) that can be used to purchase operational resources as needed?			
Manuals and background information necessary to provide needed information to the public and media?			
Have you identified the mechanisms that are or should be in place to ensure **multiple channels?**			
If yes, do they include:			
Media channels (print, TV, radio, Web)?			
- Websites?			
- Phone banks?			
- Town hall meetings?			
- Listserv e-mail?			
- Broadcast fax?			
- Letters by mail?			
- Subscription newsletters?			
- Submissions to partner newsletters?			
- Regular or special partner conference calls?			
Are **contracts/agreements** in place to post information to broadcast, fax, or e-mail systems?			
Have **locations** for press conferences been designated?			

Personnel

	Yes	No	No Need
Have you identified employees, contractors, fellows, interns currently working for you or available to you in an outbreak situation, that have skills in the following areas:			
- Public affairs?			
- Health communication?			
- Communications?			
- Health education?			
- Training?			
- Technical writing/editing?			
- Audio/visual?			
- Internet/Web design?			
Others who contribute to public/provider information?			
Have you identified who will provide the following expertise or execute these activities during an outbreak (including backup):			
Command and control:	**Yes**	**No**	**No Need**
Directs the work related to the release of information to the media, public, and partners?			
Activates the outbreak communication plan, based on careful assessment of the situation and the expected demands for information by media, partners, and the public?			
Coordinates with horizontal communication partners, as outlined in the plan, to ensure that messages are consistent and within the scope of the partnership's role?			
Provides updates to all partner organization's and others as determined in the plan?			
Advises the partnership and chain of command regarding information to be released, based on the partnership's role in the response?			
Ensures that outbreak communication principles are employed in all contact with media, public, and partner information-release efforts?			
Advises incident-specific policy, science, and situation?			
Reviews and approves materials for release to media, public, and partners?			
Obtains required clearance of materials for release to media on policy or sensitive topic-related information not previously cleared?			
Determines the operational hours/days, and reassesses throughout the outbreak?			
Ensures resources are available (human, technical, and mechanical supplies)?			

Media:	Yes	No	No Need
Assesses media needs and organizes mechanisms to fulfill media needs during the outbreak (e.g., daily briefings in person, versus a website update)?			
Triages the response to media requests and inquiries?			
Ensures that media inquiries are addressed as appropriate?			
Supports spokespersons?			
Develops and maintains media contact lists and call logs?			
Produces and distributes media advisories and press releases?			
Produces and distributes materials (e.g., fact sheets, Background-roll)?			
Oversees media monitoring systems and reports (e.g., analyzing environment and trends to determine needed messages; determining what misinformation needs to be corrected; and identifying concerns, interests, and needs arising from the outbreak and the response)?			
Ensures that communication principles that build trust and credibility are incorporated into all public messages delivered through the media?			
Acts as member of the outbreak investigation unit (OIU) on the field site team for media relations?			
Serves as liaison from the organization to the OIU and back?			
Directs public information:	Yes	No	No Need
Manages the mechanisms to respond to public requests for information directly from the organization by telephone, in writing, or by e-mail?			
Oversees public information monitoring systems and reports (e.g., analyzing environment and trends to determine needed messages; determining what misinformation needs to be corrected; identifying concerns, interests, and needs arising from the outbreak and the response)?			
Activates or participates in the telephone information line?			
Activates or participates in the public e-mail response system?			
Activates or participates in the public correspondence response system?			
Establishes and maintains links to other emergency response websites?			

Partner/stakeholder information:	Yes	No	No Need
Establishes communication protocols based on prearranged agreements with identified partners and stakeholders?			
Arranges regular partner briefings and updates?			
Solicits feedback and responds to partner information requests and inquiries?			
Oversees partner/stakeholder monitoring systems and reports (e.g., analyzing environment and trends to determine needed messages, determining what misinformation needs to be corrected, and identifying concerns, interests, and needs arising from the outbreak and the response)?			
Helps organize and facilitate official meetings to provide information and receive input from partners or stakeholders?			
Develops and maintains lists and call logs of legislators and special interest groups?			
Responds to legislator / special interest groups requests and inquiries?			
Content and material for TB outbreaks:	Yes	No	No Need
Develops and establishes mechanisms to rapidly receive information from the TB control program regarding the outbreak?			
Translates TB control program situation reports and meeting notes into information appropriate for public and partner needs?			
Works with subject matter experts to create situation-specific fact sheets, Q/As, and updates?			
Compiles information on possible TB-related topics for release when needed?			
Tests messages and materials for cultural and language requirements of special populations?			
Receives input from other partnership outbreak communication team members regarding content and message needs?			
Uses analysis from media, public, and partner monitoring systems, and reports (e.g., environmental and trend analysis to determine needed messages, what misinformation needs to be corrected, identify concerns, interests, and needs arising from the outbreak and the response) to identify additional content requirements and materials development?			
Lists contracts/cooperative agreements/consultants currently available to support outbreak information dissemination?			

Resources

	Yes	No	No Need
Do you have space:	**Yes**	**No**	**No Need**
To operate your outbreak communication plan at various partner sites? (You need a place to bring media on site, separate from the TB control program.)			
To quickly train spokespersons?			
For team meetings?			
For equipment, exclusive for your use? (You cannot stand in line for the copier when media deadlines loom.)			
Have you considered the following contracts and memoranda of agreement:	**Yes**	**No**	**No Need**
A contract for writers or public relations personnel who can augment your staff?			
Lab/treatment protocols?			
Managers/school administrators looking for policy statements for employees and students?			
Do you have the following recommended equipment:	**Yes**	**No**	**No Need**
Fax machine (with a number that is preprogrammed for broadcast fax releases to media and partners)?			
Computers (on LAN with e-mail listservs designated for partners and media)?			
Visible calendars, flow charts, bulletin boards, and easels?			